

## ABSTRACT OF THE DISCLOSURE

A pay-per-use system streams a data product from a head end to one or more users allowing interactive, discontinuous use by establishing a user terminal address memory location at the head end in response to each initial pay-per-use request. The system starts playing the movie on an available channel and enables the user to view the feature. The system stores associatively with the user address a limit on the user's use of the requested product; in a specific embodiment a time period during which the movie can be viewed, or the number of times the movie can be viewed, or both, even though the data transmission channel between the user and head end is not in use continuously.

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